

FRESHLY SQUEEZED...

FX DESIGN AND MIXOLOGY NORTH AWARDS WINNERS
for **Smartworking, No Green Bull** and
environmental impact

ISSUE 1. 03.12.2009



We were recently paid one of the greatest compliments. An office furniture superbrand attending a Danish conference, let slip that **Orangebox was one of the companies they most feared due to our innovation and the speed at which we move.**

The last week of November proved further validation of this when Orangebox gained three awards over two nights at the **FX Awards** and **Mixology North**. In such a combinative and open market as the UK it gives us great pleasure to see off both UK and global players alike, and be recognised by our peers for our achievements.

The **FX Design Awards** are always full on glamour and this year was held at the Grosvenor House Ballroom on the 24th November. The evening was widely attended by a cross section of Architects, Designers and Manufacturers and as in previous years proved a highly enjoyable and successful evening for Orangebox, our guests and our friends. Smartworking is being fully launched this month, having previewed at Design Prima earlier this summer and the table ranges within the **Smartworking** portfolio won the award for **Workspace Systems Furniture**.

Smartworking is a product that sets out to change the rules of the game' a business idea we pursue with rigor. Being classified within workplace systems shows that when you do change the rules, it takes a little while for the rules to be changed! Mixology North is 'the' event in the winter calendar. A more intimate event than its southern counterpart it's always an excuse to have a great evening with our friends who are not centered on London and the south. This year the venue was Manchester's Palace Hotel on 26th November.

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Orangebox was awarded both the **Best Marketing Campaign for No Green Bull** and the **Environmental and Social impact Award** for the critically acclaimed Cradle to Cradle Ara task chair, which we launched in February. Both awards reflect different parts of a major, ongoing project that aims to make Orangebox as environmentally smart and responsible a manufacturer as we can be. This project now involves everyone within Orangebox and also throughout our manufacturing chain. These awards are a great compliment to the behind the scene team whose vision and drive are achieving significant environmental results.

The No Green Bull interactive report is available on line at www.orangebox.com/nogreenbull.swf or as a mobile presentation.

Ara is achieving great critical and commercial success, resulting from both its cutting edge design and because it's environmentally smart; being the first chair designed and developed in Europe to achieve Cradle to Cradle accreditation. If you have not yet been able to see our **Ara Cradle to Cradle presentation** you can of course request this via our showrooms and sales team.